

## **ABSTRACT**

[0045] An adhesive label is produced by a process that includes the steps of providing a web consisting of an adhesive label substrate having a face material, an adhesive layer and a liner. The web has a web width and a web direction and a plurality of non-adhesive strips positioned between adhesive portions in parallel alignment with the web direction. The web is positioned in a label conversion machine wherein the web is continuously pulled through the conversion machine in a preselected web direction. A plurality of labels are configured on the web wherein a first portion of each label overlays a non-adhesive strip and a second portion of each label overlays an adhesive portion. The labels are cut on the web and printed with indicia used in food safety labeling systems. The labels are then further processed into individual rolled strips for use in food safety labeling systems wherein the back surface of each label has a first non-adhesive portion and a second adhesive portion.

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